

PO Box 483  
Chanhassen MN, 55317

August 31, 2012

**Important Security and Protection Notification.**  
**Please read this entire letter.**

Dear [REDACTED]

We value our customers and respect the privacy of your information, which is why we are writing to inform you of an intrusion into the computer records of TwinSpires.com that occurred on August 3, 2012, that exposed some of your personal information. Immediately upon learning of this intrusion, a third-party forensic investigation was initiated to contain and assess the situation. According to independent forensic experts, the records that were accessed were limited to your name as well as the cryptographically hashed social security number, date of birth and email address that you provided to us during the registration process.

Because we take this incident and your privacy very seriously, we have taken the following actions:

- We have retained independent experts who, along with our technology team, have remediated the issue and helped us further strengthen our computer security systems.
- We are working with independent experts to monitor our ongoing operations to ensure that our security practices are as effective as possible.
- We have set up a privacy hotline (toll-free at 1-888-451-6559) that is staffed with representatives specially trained to assist you with any questions you may have.
- We have arranged with Experian to provide you with identity protection services that include credit monitoring of all three credit bureaus for a year at no cost to you.

## EXPERIAN SECURITY PACKAGE

Your free 12-month ProtectMyID Alert membership from Experian includes:

- **Credit Report:** A free copy of your Experian credit report.
- **Daily Credit Monitoring:** Alerts you of suspicious activity including new inquiries, newly opened accounts, delinquencies, or medical collections.
- **Identity Theft Resolution:** If you have been a victim of identity theft, you will be assigned a dedicated Experian Identity Theft Resolution Agent who will assist you through the fraud resolution process, from start to finish.
- **\$1 Million Identity Theft Insurance:** As a ProtectMyID Alert member, you are immediately covered by a \$1 million insurance policy that can help you cover certain costs including lost wages, notary fees, reasonable mail charges, long distance phone charges, private investigator fees, and unauthorized electronic fund transfers.

### To activate ProtectMyID Alert please follow these steps:

1. VISIT the ProtectMyID website: [www.protectmyid.com/redeem](http://www.protectmyid.com/redeem)
2. PROVIDE your Activation Code [REDACTED] and follow the online instructions
3. ACT to enroll by November 30, 2012

If you do not have internet access or have difficulty activating your membership through the website, please contact the experts at our privacy hotline, toll-free at 1-888-451-6559.

As a precautionary measure and at no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax  
P.O. Box 740241  
Atlanta, GA 30348  
800-685-1111  
[www.equifax.com](http://www.equifax.com)

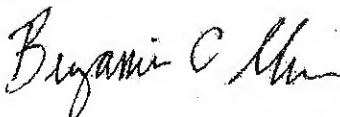
Experian  
P.O. Box 2104  
Allen, TX 75013  
888-397-3742  
[www.experian.com](http://www.experian.com)

TransUnion  
P.O. Box 2000  
Chester, PA 19022  
800-888-4213  
[www.transunion.com](http://www.transunion.com)

To further educate yourself regarding identity theft and the steps you can take to avoid identity theft, you may contact the Federal Trade Commission. They can be reached at: Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580, or at [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/) 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261.

We sincerely apologize for any inconvenience this matter may cause you. Please do not hesitate to contact our privacy line with any questions.

Sincerely,



Benjamin C. Murr  
Chief Technology Officer

